Blog Post SEO Checklist

Print off this checklist and tick off each step as you go through the 'Boost Blog Visibility: Easy SEO Tips for Every Post' guide on our Talk About Digital Podcast website.

Choosing Topics and Writing Content That Meets Reader Intent

- ☐ Identify the reader's intent behind potential search queries
- ☐ Select blog topics that align with search intent
- ☐ Craft clear and engaging content that resonates with your audience
- ☐ Use tools like Google's search suggestions, Google Trends, and Keywords People Use to identify reader intent

Creating Blog Titles That Attract and Engage Readers

- ☐ Write intent-driven titles that capture attention
- ☐ Balance creativity with SEO by including relevant keywords naturally
- ☐ Keep titles concise (50-60 characters) for optimal display in search results
- ☐ Use tools like CoSchedule's Headline Analyser and SERP Simulator to optimise your blog titles

Structuring Your Blog Post for Maximum SEO Impact

- ☐ Ensure your blog post has a clear structure (introduction, body, conclusion)
- ☐ Use H1 for your main title, H2 for major sections, and H3 for subsections
- ☐ Place keywords naturally throughout your content, focusing on reader intent
- ☐ Write content that appeals to both readers and search engines by using short paragraphs, bullet points, and clear CTAs

Enhancing Your Blog's Reach with Meta Descriptions and Alt Text

- ☐ Write concise, intent-driven meta descriptions (150-160 characters)
- ☐ Use alt text for all images, describing them clearly and including relevant keywords
- ☐ Avoid keyword stuffing in both meta descriptions and alt text
- ☐ Use tools like Yoast SEO and Google Search Console to optimise your meta data

Building Credibility with Strategic Internal and External Links

- ☐ Incorporate internal links to related content within your blog

- ☐ Use descriptive anchor text for all internal links
- ☐ Include external links to reputable sources to support your content
- ☐ Ensure all links are relevant, high-quality, and functional

Improving Readability to Keep Your Audience Engaged

- ☐ Use simple, clear language throughout your blog post
- ☐ Keep sentences and paragraphs short for better readability
- ☐ Incorporate bullet points, numbered lists, and highlighted key points to improve engagement
- ☐ Use readability tools like Hemingway Editor or Grammarly to ensure clarity

Simplifying Your Blog Post URL for Better SEO

- ☐ Create a short, simple, and intent-driven URL for your blog post
- ☐ Use hyphens to separate words in the URL
- ☐ Avoid using unnecessary numbers, dates, or stop words in the URL
- ☐ Ensure consistency in URL structure across your blog

Leveraging Images to Support Your Blog's Message

- ☐ Choose high-quality, relevant images that align with your content

- ☐ Optimise image size for faster loading times using tools like TinyPNG
- ☐ Rename images with descriptive, keyword-rich file names
- ☐ Use alt text to describe images and include keywords naturally

Encouraging Social Sharing to Amplify Your Content's Reach

- ☐ Create valuable, shareable content that aligns with reader intent
- ☐ Include a call to action encouraging readers to share your post
- ☐ Integrate social sharing buttons in a prominent location on your blog
- ☐ Use tools like Google Analytics to monitor the impact of social sharing on your blog's reach

Keeping Your Content Fresh with Regular Updates

- ☐ Identify blog posts with outdated information or declining traffic
- ☐ Update content with current information, trends, and SEO elements
- ☐ Add new sections or tips to enhance the post's value and republish with a new date
- ☐ Use tools like Google Search Console and SEMrush to track and refresh old content

The Continuous Journey of SEO and Intent

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- ☐ Commit to ongoing SEO efforts to keep your blog relevant and competitive
- ☐ Regularly monitor and adapt to changes in reader intent
- ☐ Remember that SEO is a long-term strategy; stay patient and persistent

By using this checklist and following the related guide on the TAD website you will understand how to fully optimise each blog post so it is fully SEO and user friendly, so they have the best chance of ranking high in Google for the terms, phrases and questions related to the intent of each post. Depending on the authority of your website and your competition level will determine how many people (potential new customers) click-through to your blog posts from Google.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.